



Bloomington Arts Commission

Wednesday, November 13, 2013 5 p.m.
McCloskey Conference Room, City Hall

AGENDA

Call to order –Jan Grant presiding

Public Comment

Approval of Minutes

Treasurer's Report

Staff Report

Old Business

New Business

- Recap of meeting with Mayor
- Strategic Plan discussion
- Advocacy – Sally Gaskill
- Report on Kelley School Business Outlook Forum – Sally Gaskill

Adjournment

2013 Meetings:

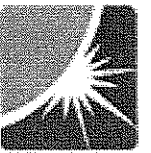
Wednesday, December 11



Balance Sheet

Through 11/04/13
Detail Listing
Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD Balance	Prior Year Total Actual	Net Change	Change %
Fund Category	Governmental				
Fund Type	Special Revenue Funds				
Fund	402 - Municipal Arts				
ASSETS					
10000	Cash	90,208.71	90,838.52	(629.81)	(.69)
	ASSETS TOTALS	\$90,208.71	\$90,838.52	(\$629.81)	(0.69%)
FUND EQUITY					
34000	Retained Earnings	90,838.52	90,838.52	.00	.00
	FUND EQUITY TOTALS Prior to Current Year Changes	\$90,838.52	\$90,838.52	\$0.00	0.00%
	Prior Year Fund Equity Adjustment	.00			
	Fund Revenues	.00			
	Fund Expenses	629.81			
	FUND EQUITY TOTALS	\$90,208.71	\$90,838.52	(\$629.81)	(0.69%)
	LIABILITIES AND FUND EQUITY TOTALS	\$90,208.71	\$90,838.52	(\$629.81)	(0.69%)
Fund	402 - Municipal Arts Totals	\$0.00	\$0.00	\$0.00	+++
Fund Type	Special Revenue Funds Totals	\$0.00	\$0.00	\$0.00	+++
Fund Category	Governmental Totals	\$0.00	\$0.00	\$0.00	+++
	Grand Totals	\$0.00	\$0.00	\$0.00	+++



Balance Sheet

Through 11/04/13
Detail Listing
Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD	Prior Year	Net Change	Change %
		Balance	Total Actual		
Fund Category	Governmental				
Fund Type	Special Revenue Funds				
Fund	403 - Arts Commission Operating				
ASSETS					
10000	Cash	12,438.29	10,275.39	2,162.90	21.05
	ASSETS TOTALS	\$12,438.29	\$10,275.39	\$2,162.90	21.05%
34000	FUND EQUITY				
	Retained Earnings	10,275.39	10,275.39	.00	.00
	Prior Year Fund Equity Adjustment	\$10,275.39	\$10,275.39	\$0.00	0.00%
	Fund Revenues	(2,990.00)			
	Fund Expenses	827.10			
	FUND EQUITY TOTALS Prior to Current Year Changes				
		\$12,438.29	\$10,275.39	\$2,162.90	21.05%
	LIABILITIES AND FUND EQUITY TOTALS	\$12,438.29	\$10,275.39	\$2,162.90	21.05%
Fund	403 - Arts Commission Operating Totals	\$0.00	\$0.00	\$0.00	+++
Fund Type	Special Revenue Funds Totals	\$0.00	\$0.00	\$0.00	+++
Fund Category	Governmental Totals	\$0.00	\$0.00	\$0.00	+++
	Grand Totals	\$0.00	\$0.00	\$0.00	+++

Bloomington Arts Commission

Staff Report – November 13, 2013

Funding

BCT Grants: Application number lower than usual this year.

Visit Bloomington Grants: Several arts and cultural organization projects were supported: Lotus, PRIDE, Open Studios Tour, Arts Fair on the Square, Raas Royalty, Cardinal Stage, 4th Street Festival, Gallery Walk, Kinsey Juried Art Show, Indiana Festival Theater, Limestone Comedy Festival, Burroughs Festival.

Public Art

South Walnut Street Gateway.

Transit Contract for mural in final revisions.

4th Street Gateway Installation nearly complete. Story on project in HT on November 4, 2013.

Lotus Sculpture Waiting for notice from administration on proposed location.

BEAD

November Meeting: Monday, November 18, noon McCloskey Room, City Hall.

November Exhibit: Bloomington Watercolor Society

Other

BEAD Workshop with Nella Vera had 80 in attendance. Survey data to be shared at December meeting.

Theater Consortium meeting: Tuesday, November 19, Visit Bloomington.

Paul Sturm facilitated a strategic planning session with Windfall Dancers.

Ivy Tech is continuing to consider a city-wide arts leadership award program for 2015.

Notes from the BAC Meeting with the Mayor: 10/21/13

Prelude

The Mayor indicated that he is asking all areas of City government to “better tell their story” and the BAC is included in that request. Many of our initiatives, although well-intentioned, aren’t known to the community (public art trail map for example). Better outreach and communication is needed overall.

Focus

The BAC should view its programs and services through the lens of being an economic development tool for the City. It’s not necessarily the BAC’s purpose, but, rather, the BAC should be more aware of how its energies can be focused and measured in terms of making Bloomington a true destination city.

Priorities

Nuture arts patronage

High priority to “patronage development” - in this instance building awareness for the arts among youth in Bloomington to instill a culture of participating and giving support. The Mayor wants to discuss this concept with Rhinos, BPP, etc. Encouraged the BAC to overlap or intersect with the City in this priority. More direct engagement with neighborhoods as locations for permanent and temporary arts projects was also discussed. Also wants to encourage public support for the arts through business partnerships and focusing on local businesses who would be the beneficiaries of public art.

Development of destination attractions/events/opportunities

Examples discussed were a Heritage Walk, a Public Art walking tour, a network of murals, traffic box murals, crosswalks and focusing the highest possible usage on the Rogers Street Fire House. Also discussed was the development of more trails and the eventual Patterson Street – B-Line – College St – Bryan Park – College Mall trail – with the possibility of public art or arts engagement as a part. He stressed a focus on what’s “most iconic” and what’s “most sustainable”.

Interactivity

The Mayor expressed a strong interest in public art that is more accessible, more engaging, and more interactive. Would like to see art help drive more community engagement in the City; i.e. more users on the B-Line Trail. He used the phrase “memory makers” and “leaving a legacy” when talking about the types of sculpture, murals, etc. that the City might want to engage with. He discussed “taming public buildings with art” (used the public garages as an example). Interested in exploring a light installation in BEAD something like the Light Totem at the IU Art Museum

Funding

The Mayor indicated he is less interested in the grants program as the BAC's primary tool for the arts development and is more interested in developing long-lasting, iconic projects. Indicated that he had "never intended" for the BAC to take on the role of the BAAC as it relates to funding and programmatic responsibilities.

He is open to funding requests beyond what the BAC currently receives. He encouraged the BAC to bring forward projects that "do something big".

STRATEGIC PLAN 2011-2015

BLOOMINGTON ARTS COMMISSION

Statement of Purpose: The City of Bloomington recognizes that the arts are an important part of the culture and economy of the community, and that the City has a responsibility to foster an environment conducive to arts participation. The conservation and development of the city's artistic resources are essential to the social, educational, and economic growth of the City. Artists, works of art, and artistic institutions contribute to the quality of life and the general welfare of the citizens of Bloomington, and are an appropriate matter of concern to the government of the City.

Vision: A thriving community where the arts are central to the quality of life.

Mission: To stimulate and encourage arts and cultural activities in Bloomington.

Executive Summary: Residents, educational institutions, arts organizations, and the City of Bloomington have created a flourishing arts community that is integral to the identity of the city. The Bloomington Arts Commission was established by the Common Council to enhance this important sector of our society.

The BAC seeks to achieve the following:

- to cultivate a community in which residents appreciate the value of personal and collective artistic activity;
- to encourage collaboration and diversification of artistic activities and include participants from across the community;
- to enhance and support a high level of artistry;
- and to support the economic vitality and interests of local artists and arts organizations.

The Arts Commission is charged with serving as the City's arts liaison between the public and city government. To accomplish these ends, the Commission has undertaken several areas of activity:

Arts Projects Grant program: a semi-annual opportunity for local arts organizations to apply for grants in support of specific projects

Percentage for the Arts: a program in which one percent of City capital project budgets is reserved for a public art fund

Arts projects: a program to plan and produce public artworks by local artists

Advocacy: a variety of public discussions and forums about the development of the arts, including ArtsEats, an annual artists networking program

To that end, the Commission currently partners with the Convention and Visitors Bureau, Indiana University, and Ivy Tech Community College while working to build new partnerships that further the goals of the Commission.

The purpose of strategic planning is to assess achievements and past endeavors, revise objectives to reflect changing needs, and design a plan to meet the new objectives. In drafting the new strategic plan, the Commission consulted the public and private sectors to address the concerns of a diverse population. The resulting document is to be used by the Bloomington Arts Commission members to guide and focus the overall work of the Commission. It is also intended to introduce

community members to the work of the Arts Commission and encourage their involvement with the Commission's endeavors. Although it provides structure for the Commission, the strategic plan allows for flexibility and creativity.

This strategic plan has three areas of focus:

- 1. Planning**
- 2. Programming**
- 3. Advocacy**

1. PLANNING - *Support community-wide planning on public engagement and investment in the arts.*

Public art is something that can be enjoyed by all and represents a lasting contribution to the community. As the public funding body for the arts, the Commission is committed, on an ongoing basis, to plan and implement diverse public arts projects and to be actively engaged in efforts that enhance the public's opportunities to flourish in an arts-enriched community.

1.1 – Develop a public arts master plan for the City of Bloomington.

- a. Identify scope and goals for a public arts master plan
- b. Establish a process that ensures public engagement with planning functions
- c. Utilize completed plan in informing ongoing work of the Commission

1.2 – Create a road map for the City of Bloomington's efforts to support community arts.

- a. Establish an ongoing process to inventory arts and cultural offerings
- b. Develop a methodology for undertaking new projects
- c. Identify opportunities for using the arts as a means of enhancing the City's objectives in regard to community and social development

1.3 – Provide leadership in the development of a community-wide arts plan through a consortium of partners in education, and the public and private sectors.

- a. Collect and disseminate best practices in community-wide arts planning.
- b. Inventory and analyze Bloomington's arts planning efforts from the last decade.
- c. Be prepared to assist community partners in their contribution to and implementation of the plan.

2. PROGRAMMING - *Provide programs and services that support participation and investment in the arts and sustainable growth for the arts.*

Artistic life is tightly woven into the fabric of the Bloomington community. The Commission actively supports an increase in personal and public creative activity through grants and projects.

2.1 – Promote and support the creation of art.

- a. Expand the Commission's grant program
- b. Develop initiatives to support emerging artists and arts organizations.
- c. Implement the public arts plan.

2.2 – Engage in initiatives that advance community involvement in the arts.

- a. Communicate the value of the arts to diverse segments of the community.
- b. Promote diversification of public arts offerings to reflect the broad interests and cultures of Bloomington residents.

2.3 – Respond to emerging needs in the arts community.

- a. Gauge constituent needs on an ongoing basis.
- b. Adapt programming offerings to address identified needs.

3. ADVOCACY - *Advocate for arts participation and investment in the arts by the community, educational institutions, and the public and private sectors.*

The commission believes that widespread appreciation of the arts enriches all aspects of society, including economic vitality and development, education, community building, cultural communication, and individual expression. As citizens of the community become involved in improving the creative capacities of the city, the arts will continue to flourish. The purpose of advocacy is to inspire such involvement.

3.1 – Develop and maintain strong lines of communication between the Commission and organizations in the public and private sector.

- a. Create and deliver clear messages on short and long term issues related to the arts in Bloomington.
- b. Improve the process for public involvement in Commission activities.
- c. Develop processes to keep City departments informed of current affairs and trends in the arts.
- d. Be accountable to the City and the public for Commission decisions and activities.

3.2 – Engage with educational providers in support of mutual goals and activities.

- a. Establish relationships with K-12 schools and higher education providers.
- b. Explore partnerships to support arts education opportunities that enrich the entire community.
- c. Coordinate resources and efforts between educational institutions/entities and community arts organizations.